United Way of Lee, Hendry, Glades, and Okeechobee
2020-2021 Performance Indicators
Executive Summary
Pandemic Response 2020 Overview

**OVER 1,050,000** PPE items distributed, including: face shields, sewn masks, disposable masks, and hand sanitizer.

1,202 Volunteers

Volunteer Value: **$280,620**

**UW 211 Calls**

67% increase in incoming calls

Total Call Volume: (2020)

80,545

Community Partnership focusing on the mental and emotional effects of COVID-19

**Distributed COVID-19 Dollars**

FEMA CARES

Funding $326,867

SWFL Emergency Relief Fund $274,000

Partnership with SWFL Community Foundation

**CARES Childcare Scholarships**

Partnership with Lee County Government

107 Approved Providers

Scholarships:

1,478 Applications Reviewed

1,125 Approved

$1,976,338 Awarded

**Food Repacking Event**

5 days, 449 Volunteers

289 Pallets, 90,168 boxes

1,662 Volunteer Hours

Volunteer Value: $45,200

Food Value: $512,070
2020-2021 Campaign

Campaign Chairs: Karen Ryan and Bob Beville

Goal

$10,800,000
Exceeded Campaign Goal
Raised: $10,800,072
28th consecutive year that our United Way has met or exceeded the campaign goal.
2020-2021 Campaign

Alexis de Tocqueville Society

Raised: $4,702,204
17% Increase
27 New Members, 212 Total Members
71 Increased Gifts $484,261
44% of Overall Campaign
2020-2021 Campaign

Keel Club – 1,373 Members
Raised: $2,177,390
Total Leadership Giving: $6,879,594
64% of the Campaign
2020-2021 Campaign

Board of Directors Support
28 Total Tocqueville Members
1 New Tocqueville Member
1 New Admiral Member
34 Keel Club Members
Over $1.2 Million in Personal Giving
2020-2021 Campaign

Communities
Raised $4,331,907
8% Increase
562 New Donors, 479 Increased Donors
Bonita Bay Third Year to Raise $1M+
Sanibel-Captiva First Year to Raise $600K+
40% of the Overall Campaign
2020-2021 Campaign

Pacesetters
172 Pacesetter Companies
21 New Pacesetters
$5,850,000 reported at Kick-Off
54% of goal
2020-2021 Campaign

Circle of Excellence Members

*One Million*+
- Publix
- Bonita Bay Community

*Five Hundred Thousand*+
- Bonita Bay Group
- Islands of Sanibel & Captiva
2020-2021 Campaign

Circle of Excellence Members

Two Hundred Thousand+
Fiddlesticks
LCEC
Pelican Landing
The Brooks
FineMark National Bank & Trust

One Hundred Thousand+
Grandezza
Gulf Harbour
Gunterberg Foundation, The Culliton Family,
Brotherhood of Heroes Resource Center
& Museum
Lee Board of County Commissioners
Lee County School District
Lee Health
Mediterra
Pelican Preserve
Shell Point
An average increase of 7.2% over the past 28 years.
8th year in a row as a 4-Star Charity.

Accountability & Transparency: 100.00
Financial: 97.50
Overall Score & Rating: 98.23
Website
2020 Page Views: 128,061
37.5% Increase in Page Views
52+ Media Releases Sent Out
Multiple Billboards
Numerous PSAs on Waterman Broadcasting, Comcast and WAVV FM

Facebook
2020 Likes: 4,174
19% Increase in Page Likes
2019 Followers: 4,207
21% Increase in Followers
2020 Reach: 599,320
73% Increase in Reach
42 United Way Day of Caring Events (2,137 vol / 5,399 hrs)
3 Virtual Volunteer Fairs, 1 Family Service-Learning Fair
7 Volunteer Management Workshops and Forums
VITA & Volunteer Opportunities Page are 2nd and 3rd to our homepage views.

Facebook Volunteer Group – 735 Members (28% increase)
Total Organizational Volunteer Impact: Over 40,000 hours.
Over $1 Million Dollar Value. *Volunteer Value ($27.20 2020 per hour)
Family Mentor Program

Continue to partner with Children's Network to recruit mentors and re-unite families.

(since 2015 inception)
ReadingPals

26 Trained Volunteer ReadingPals
52 Children
400+ Books sent home with children
543+ Volunteer Hours ($14,770 value)
By The Numbers (as of May 20, 2021)

• 147 IRS-Certified Tax Preparers (22% decrease)
• Over $9.78 million in returns (23% increase)
• 6,659 Total Returns Filed MFT & VITA (24% increase)
• 12,800+ Volunteer Hours ($348,160 Value)
• $2 million saved in tax prep fees $12 million Impact overall
United Way 211

Provided quality information and referral to over 80,545 calls meeting AIRS standards including 10 day follow up, 32% increase.

- **16,458** website hits
- **20,667** database searches to the United Way 211 website
- Managed **10** Direct Assistance Programs and distributed over **$290,000** in assistance to **550** families

Direct Assistance Partners:

- Publix Super Markets
- Maxeiner
- Healing Waters Family Life Center Labelle
- SWFL Community Foundation Good Samaritan Fund
- LCEC Power to Share
- Cameo of Lee County
- Lee Health
- Lee County BOCC
- Lee County Clerk of Courts
- Lee County Port Authority

Top 5 Reported Needs
1. Electric Payment Assistance
2. Rent Payment Assistance
3. COVID-19 Testing
4. Tax Preparation
5. Food Pantries
United Way 211 – Special Projects

Contract with The Children's Forum in partnership with Healthy Start Coalition of SWFL – a system that connects children between the ages of 0-8 with developmental or behavioral concerns with the services they need.

- 6,788 families had minor children
- 4,437 families with children ages 0-8
- 409 families with concerns
- 130 families connected to Healthy Start and the network of providers

Continued utilizing iPads at three (3) sites for screenings in Pediatric Office waiting rooms.
United Way 211

Affordable Care Act

Contract with the Health Planning Council of SWFL.

Two (2) United Way Certified Healthcare Navigators assisted 34 consumers with information, education, and enrollment in the Affordable Care Act in 2020.
Three (3) United Way 211 Community Resource Specialists provided 211 services to assist with the social service needs of clinic patients of the Lee Community Healthcare Clinics located in Dunbar, North Fort Myers, Cape Coral; and in the Lee Health Residency Program at Lee Memorial Hospital.

- Over 800 clients were assessed for additional health and social service needs.
- Ongoing partnership with Lee Community Health to support their clinic staff with resource information and care coordination.
Partnerships

VITA (Volunteer Income Tax Assistance) – over 5,300 calls screened to provide information and schedule appointments during the annual tax season.

Abuse Counseling and Treatment Center – partnership to provide after-hours coverage to ensure continuous availability of United Way 211 services.

Florida Department of Health Diabetes Project – partnership to provide education and information regarding diabetes and heart health.

Summer Break Spot – contract with the Florida Department of Agriculture and Consumer Services to link children 18 and younger to summer food service programs, sponsors, and sites throughout our community.

MyFLVet – partnership with Crisis Center of Tampa Bay to provide community resources and care coordination to veterans through the MyFLVet project, Florida Veterans Support Line.
Emergency Information Hotline – contracts with Emergency Management in Lee, Hendry and Glades Counties to operate their emergency hotline during times of disaster. Lee County Emergency Management activated the 211 Emergency Information Hotline on March 16th, 2020 and continues to remain active.

Healthy Minds – partnership and collaboration with Healthy Lee Behavioral Health Coalition and a diverse network of behavioral health and social service organizations offering support in response to the emotional impacts of COVID-19 in Southwest Florida. This initiative provides resources, outreach events, mental health screenings, and useful tools to help gain resilience and overcome adversity.

FEMA Crisis Counseling Program (CCP) – partnership with DCF to provide community resources and connections to individuals experiencing stress and anxiety due to the COVID-19 crisis.

Operation Santa’s Helpers – partnership with 27 community sponsors that assisted 50 families in need during the holiday season. 143 children were served in 2020.
United Way 211

A Community Collaboration that uses the existing United Way 211 comprehensive Information and Referral program to serve as a central contact for Veterans to access needed community support.

• Served 1,803 veterans, active duty military, and their families in 2020.

• Enrolled 249 veterans in Care Coordination services to provide peer support for veterans with mental health and substance abuse histories.

Top 5 Veteran Needs
1. Electric Payment Assistance
2. Rent Payment Assistance
3. Tax Preparation
4. Food Pantries
5. Water Payment Assistance
United Way 211

- Held 5 bi-monthly stakeholders meeting which consist of over 35 members from key agencies and community partners.
- Partnered with Bonita Bay Veterans Council to assist Mission United clients with Direct Assistance totaling over $72,000. In total, Mission United assisted 95 veterans with Direct Assistance totaling over $89,000.
- Conducted over 20 outreach and in-service events.
Valued Sponsors of Mission United

- Bonita Bay Veteran’s Council
- Military Officers Association of America
- Far-Mar Fund, a fund of the SWFL Community Foundation
- San-Cap Rotary Trust Foundation
United Way Fund Distribution

Lee County 2021

- 31 Teams
- 76 Site Visits
- 348 Volunteers
- 75 New Volunteers
- 2 New Agencies
- 103,000 Minutes Spent on Zoom
FEMA Emergency Food & Shelter Program

Phase 37, 38 & CARES

Managed FEMA process for 17 agencies and the distribution of $936,799 in Emergency Food & Shelter over 3 Counties.
2020 Highlights

- **401** Volunteer Providers
- **1,115** patient visits
- Total value of donated care - **$6,388,344.00**
- Under the Department of Health’s Volunteer Healthcare Provider Program Lee Health signed a **corporate contract with WeCare** to help better expand community health resources for those in need.
Beesley's Paw Prints

Pet Therapy Collaboration with United Way, Children's Advocacy Center and Gulf Coast Humane Society

- **68** Volunteer Therapy Dog Teams
- **744** Volunteer Hours $20,236 value
- **40** Locations including agencies & schools
- **5,842** Units of service provided
United Way ReUnite

- Partnership with Lee County Sheriff's Office.
- **206** families currently enrolled.
- **42** community outreach and enrollment events.
- ReUnite has expanded its collaboration with Hendry and Glades County Sheriff’s Offices.
Community Partnership School

- **34** partner agencies & services being offered to students, families, and the community including VITA, a clothing closet, employment services, wellness education and more.
- **$142,499** received for the 2020-2021 school year.
- 2020 match contribution **$175,088.30**
- Franklin Park Elementary, A Community Partnership School, is slated for a rebuild starting winter 2022. The new school will include 9,000 square feet for wrap around services and will open fall 2024.
- The program is also planned for expansion to include Fort Myers Middle School.
United Way Houses

• **17** existing United Way Houses
• **60+** agencies have access to utilize the network of United Way Houses
• **363,497** client services in **2020**
United Way Gifts In Kind

- In 2020 the Total Fair Market Value of Donations was **$5,286,811**!
- 79+ Companies and Organizations Donated.
- $5,059,937 worth of supplies and furniture distributed to 108 community partners.
- The largest single donation of 2020 was Club Monaco clothing valuing **$1,728,000**.
United Way School Resource Center

- Launched for the 2020-2021 school year, in partnership with the School District of Lee County.
- Value of goods distributed as of May $696,650.
- **Elementary:** 14,264 items; **Middle:** 7,527 items; **High:** 6,075 items.
- Typical order: Backpack, school supplies, hygiene items, jacket, uniform items, shirts, bottoms, socks & shoes, underwear, and weekend wear.
Finance

Receivables for the 2019-2020 Campaign are projected to come in at 87%.

In 2019, 92.3% of total expenditures were expended on Programs.

Based on 2019 Audited Financials
Technology

100% of staff are on laptops allowing for greater mobility and a remote working environment.

Utilized Zoom for 916 meetings with 507,301 meeting minutes.

Implemented virtual monthly all staff meetings and bi-weekly department head meetings.